



CREATING THE REMARKABLE

VOLUME I

INTRODUCTION



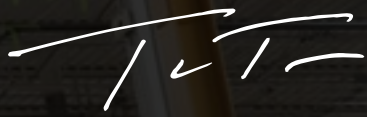


Celebrating 30 years as a leader in design, innovation, and transformative experiences, we're proud to reflect on a legacy defined by groundbreaking projects and industry-shaping partnerships. This milestone isn't just a look back—it's a testament to the impact we've consistently made, powered by a team whose vision, creativity, and commitment have driven us to the forefront of the industry.

Over the decades, we've grown into a formidable force, delivering bold, tech-forward solutions that push boundaries and redefine possibilities for our clients. This book marks the launch of our biannual showcase—where we'll spotlight our most recent work and share exclusive insights from our clients. Get ready for a firsthand look at the transformative experiences we're building together. Onward to the next 30 years of excellence.



TUCKER TROTTER
:: Chief Executive Officer



STRATEGY + RESEARCH + DEVELOPMENT • CONTENT
MANAGEMENT + PROCUREMENT • EXPERIENCE AUDITING +
STRATEGY • EXPERIENTIAL DESIGN • MASTER PLANNING •
EXHIBIT PLANNING + DESIGN • FLY-THROUGH + VR • WALK-
THROUGH RENDERING • IMMERSIVE FAN EXPERIENCE DESIGN
MASTER PLANNING • SIGNAGE + WAYFINDING MASTER
PLANNING • SIGNAGE + WAYFINDING AUDITING + DESIGN •
SPONSORSHIP INTEGRATIONS • 3D + CG • ANIMATION • AR/
VR • ARTIFICIAL INTELLIGENCE (AI) • DIGITAL ART DIRECTION
INTERACTIVE DESIGN • INTERACTIVE CONTENT • MOTION
GRAPHICS • MEDIA DESIGN + PRODUCTION • VIDEO CONTENT
PRODUCTION • UI/UX + INFORMATION ARCHITECTURE • FULL-
STACK PROGRAMMING • 3D + GAMING DEVELOPMENT • MOBILE
APPLICATION DEVELOPMENT • DATABASE CREATION •
FRONT + BACKEND DEVELOPMENT • PROJECTION MAPPING •
AUDIO/VIDEO EQUIPMENT • DESIGN + INSTALL • DIRECT LED
DISPLAYS • OUTDOOR DISPLAYS • IT INFRASTRUCTURE DESIGN
CABLING + RACK SYSTEMS INSTALL • REMOTE SERVICE +
SUPPORT GROUP • SIGN SHOP + SIGN SHOP LTD AND NUNN
CONSTRUCTION • METAL FABRICATION • WOOD FABRICATION •
LARGE FORMAT PRINTING (INCLUDING DIRECT PRINT) • LARGE
FORMAT 3D PRINTING (LSAM) • 3D LASER SCANNING • CNC
ROUTING • IMAGING • PRODUCTION ART SERVICES • SCULPTURE
ARTISTS/SCULPTURE STUDIO • PAINT LAB • STRUCTURAL FOAM
MOLDING • STRUCTURAL STAMPING • CHANNEL LETTERING
ENGINEERING + 3D MODELING • EXTENSIVE SUBCONTRACT
NETWORK • PROJECT MANAGEMENT • 3D PRINTING • ARCHIVAL
BASEWORK • ATHLETIC FACILITIES • ATTRACTION DESIGN •
BRANDED FACILITY DESIGN • BRANDED FAN EXPERIENCES •
BRANDED OFFICE DESIGN • BRIEFING CENTER DEVELOPMENT •
CHILDREN'S EDUCATIONAL SPACES • CLIENT JOURNEY MAPPING
COMMUNITY SPACES • CONTENT RESEARCH + DEVELOPMENT
CORPORATE HEADQUARTERS • DIGITAL INTERACTIVES • DONOR
ACTIVATIONS + RECOGNITION • ENVIRONMENTAL DESIGN •
EXHIBIT PLANNING + DESIGN • FAN MUSEUMS • • HANDS-ON
INTERACTIVES • IMMERSIVE TECHNOLOGY • INTERACTIVE KID
ZONES • INTERPRETIVE PLANNING + DESIGN • LARGE-SCALE
GRAPHICS • LOCKER ROOM RENOVATION • LUXURY SUITE
DESIGN • MULTISENSORY EXPERIENCES • PATIENT EXPERIENCE
DESIGN • POSITIVE DISTRACTIONS • RECREATIONAL FACILITY
RECRUITMENT CENTERS • RESIDENCE HALLS + STUDENT
HOUSING • RETAIL EXPERIENCES • SALES + RETAIL CENTERS
SIGNAGE + WAYFINDING • SOCIAL MEDIA EXPERIENCES •
SPECIALTY LIGHTING • SPONSORSHIP ACTIVATIONS • STATION
MARKERS • BYLONS • STREETSCAPES • STRUCTURAL BRANDING
DESIGN • STUDENT EXPERIENCE DESIGN • THEMING • VIDEO
DESIGN + PRODUCTION • VISITOR CENTERS • PLACEMAKING

COMMON

01

PROFESSIONAL SPORTS

Sponsorship Activation

02

COLLEGIATE ATHLETICS

Enhancing Athletic Facilities

03

HIGHER EDUCATION

Recruitment + Retention

04

CORPORATE

Experience Centers

05

HEALTHCARE

Positive Distractions

06

ENTERTAINMENT

IP-Based Attractions

07

MUSEUMS + ZOOS

Interpretive Exhibits

08

TRANSIT

Connecting Communities

09

OUR HEART

Go Big or Go Home +
Parade of Hearts + 30 Years

An aerial night photograph of a city. In the foreground, a multi-lane highway interchange is visible with some traffic. In the middle ground, a large, modern stadium with a green field and a white roof is illuminated. The background shows a city skyline with various buildings and lights under a twilight sky.

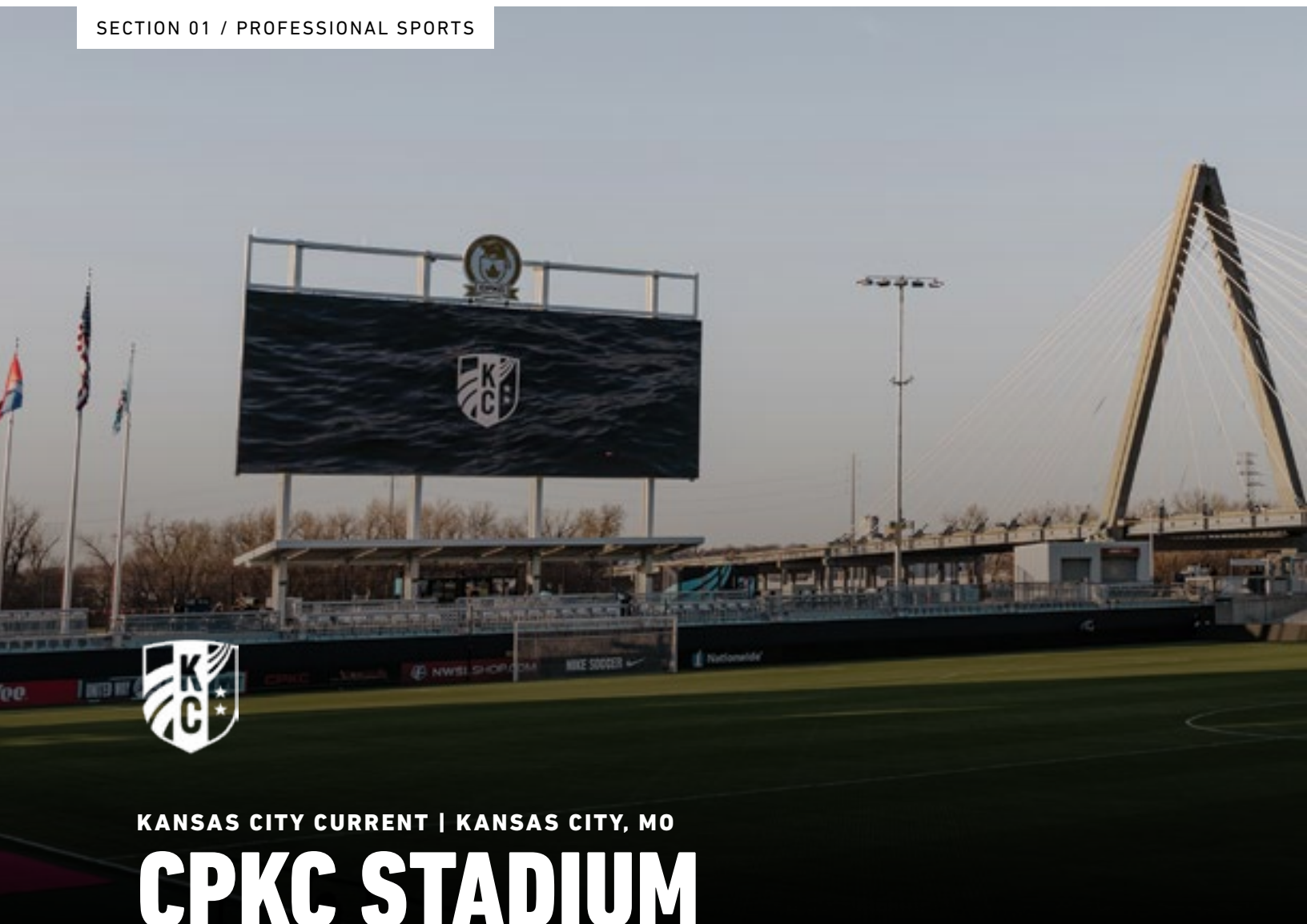
01

SPONSORSHIP ACTIVATION

:: Professional Sports



The Kansas City Current is making historic waves in the National Women's Soccer League (NWSL) and professional sports at large—and our team was honored to have an ongoing role in this game-changing movement. As the first purpose-built women's professional sports stadium in the world, CPKC Stadium was named one of *TIME Magazine's World's Greatest Places of 2024*.



KANSAS CITY CURRENT | KANSAS CITY, MO

CPKC STADIUM

AN INTERVIEW WITH



ASHLEY LOCH

:: Creative Director
Dimensional Innovations

■ **WHAT INSPIRED THE DESIGN AND BRANDING ELEMENTS DI HELPED BRING TO LIFE FOR THE STADIUM?**

From the minute there were murmurings about this project, our team was all in. We've got a number of KC Current superfans in the building, and we definitely kept that energy throughout the process. DI was charged with bringing the brand to life within the stadium. Our team really wanted to dive into the stories being told throughout the complex, so it was important for us to understand the KC Current brand, the fans and the team, and then put all of that together to create the right environment that amplifies the energy fans are seeing on the pitch.



WORLD-CLASS DESTINATION

NAMED AS ONE OF THE WORLD'S GREATEST PLACES
TO VISIT IN 2024 BY TIME MAGAZINE

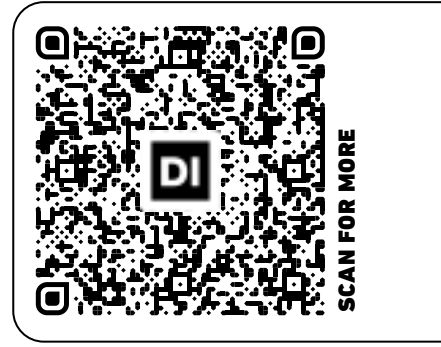




■ **HOW DO YOU THINK CPKC STADIUM IS SETTING THE STANDARD FOR WOMEN'S PROFESSIONAL SPORTS?**

For the players and organization there is no question a new standard is being set, and the impact of this facility on women's sports can be seen at every single game. Whether in the stands or watching on TV (which, just being televised is noteworthy), you see that there is not an empty seat in the house. Fans are present and engaged, and there is no single archetype for a KC Current fan—you see everyone in the stands and there is a unity around the sport.



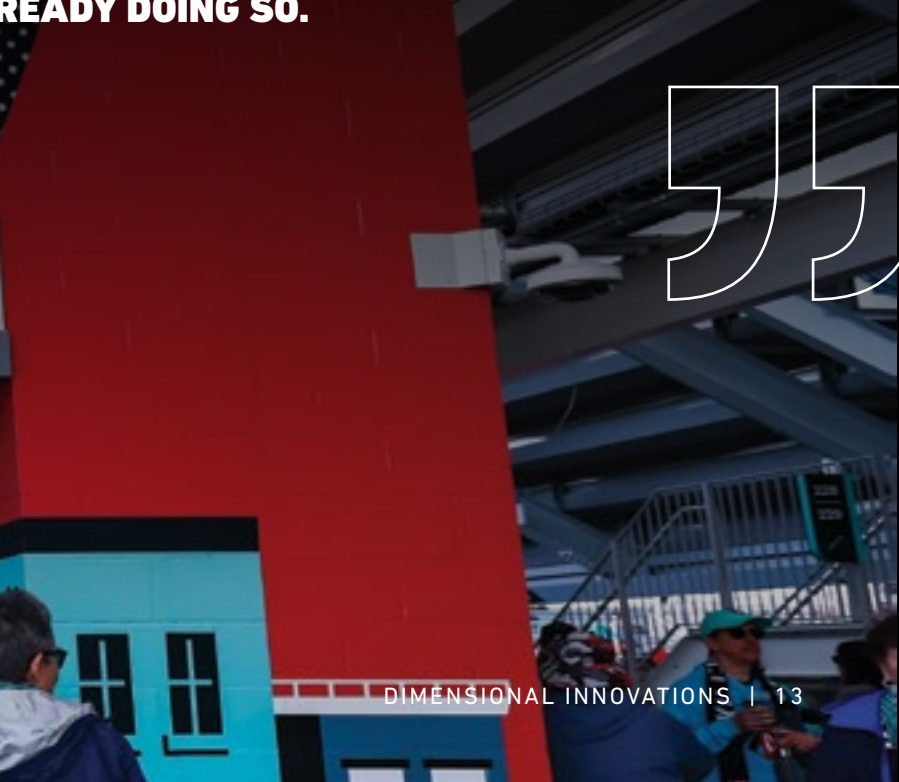


“

CPKC STADIUM IS A BEACON AT THE FOREFRONT OF WHAT PROMISES TO BE A LONG LINE OF WOMEN'S PROFESSIONAL STADIUMS TO EMERGE IN THE YEARS TO COME. THE BAR HAS BEEN SET, AND IF OTHERS WANT TO REMAIN COMPETITIVE THEY ARE GOING TO HAVE TO RISE TO THE OCCASION, AND TEAMS IN THE LEAGUE ARE ALREADY DOING SO.

■ **ASHLEY LOCH**
Creative Director
Dimensional Innovations

”



01



02



03



INNOVATIVE SPONSORSHIP ACTIVATION + FAN ENGAGEMENT

In creating brand-built, physical and digital experiences, we've reimagined what's possible for professional sports venues such as **Gillette Stadium** for the **New England Patriots**, **Intuit Dome** for the **LA Clippers**, and **Target Field** for the **Minnesota Twins**. From unforgettable fan interactives and team branding to sponsorship activations and iconic photo ops, our mission is to elevate the atmosphere and experience of each venue ensuring that every interaction is impactful and memorable. These projects exemplify our commitment to pushing the boundaries and setting new standards for professional sports environments.

06



08



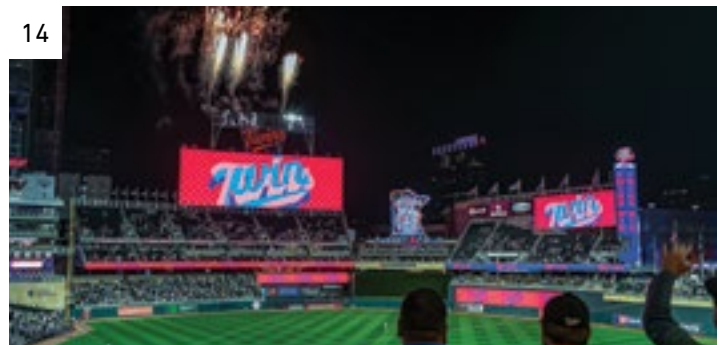
12

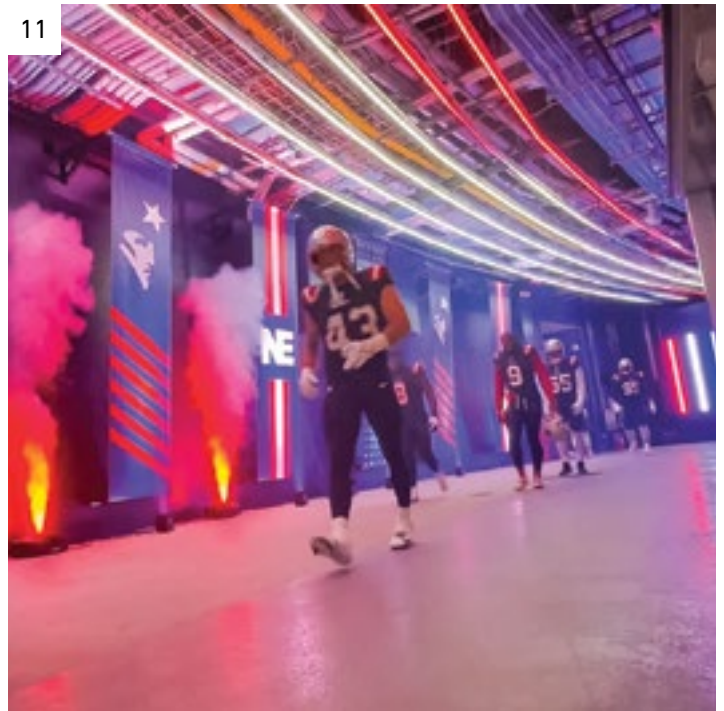
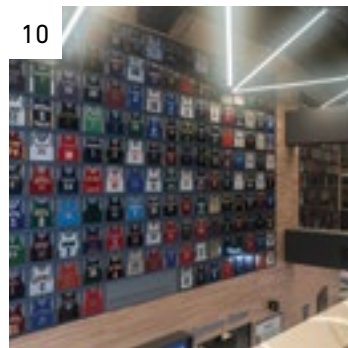
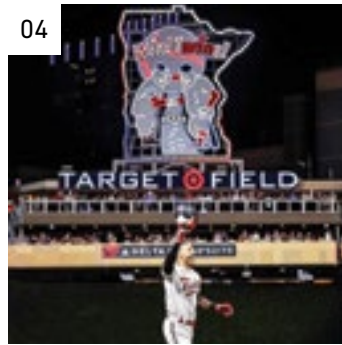


13



14





01 Minnesota Twins Celebration Signs - Minneapolis, MN // 02 Gillette Stadium Player Tunnel Experience - Foxborough, MA // 03 Intuit Dome - Inglewood, CA // 04 Minnesota Twins Celebration Signs - Minneapolis, MN // 05 Intuit Dome - Inglewood, CA // 06 Intuit Dome - Inglewood, CA // 07 Intuit Dome - Inglewood, CA // 08 Minnesota Twins Celebration Signs - Minneapolis, MN // 09 Minnesota Twins Celebration Signs - Minneapolis, MN // 10 Intuit Dome - Inglewood, CA // 11 Gillette Stadium Player Tunnel Experience - Foxborough, MA // 12 Intuit Dome - Inglewood, CA // 13 Gillette Stadium Player Tunnel Experience - Foxborough, MA // 14 Minnesota Twins Celebration Signs - Minneapolis, MN



02

**ENHANCING
ATHLETIC FACILITIES**

:: Collegiate Athletics



Looking to redefine the holistic student-athlete experience through world-class sports facility design, **Wake Forest University** turned to DI and partners to make their unified vision a reality. Together we've served as the consistent, long-term partner in the development of a 10-year master plan initiative to support men's and women's athletics across seven campus facilities.



WAKE FOREST UNIVERSITY | WINSTON-SALEM, NC

ATHLETICS MASTER PLAN

AN INTERVIEW WITH



CRAIG ZAKRZWESKI

:: Sr. Associate Athletic
Director, Capital
Projects + Operations
Wake Forest University

■ **WHAT WAS THE INITIAL GOAL AND VISION BEHIND THIS MASTER PLAN INITIATIVE?**

The main goal was to create a consistent and singular vision that would help guide our brand strategy, development and integration as we invested in our athletic facilities. One of our five department goals at Wake Forest is to create a “World Class Student-Athlete Experience” and our facilities play a key part in achieving that goal. The facilities we’ve opened and partnered on with DI over the last several years are the places where winning programs are built. From training facilities where our student-athletes get faster, stronger and recover, to locker rooms where team camaraderie and lifelong friendships are developed, and to practice facilities where individuals hone their craft and teams are built, all are important and play an integral part in the overall student-athlete experience.



10+ YEARS

OF PARTNERSHIP WITH WAKE FOREST TO EXECUTE
THE MASTER PLAN ACROSS SEVEN ATHLETIC FACILITIES



WAKE FOREST





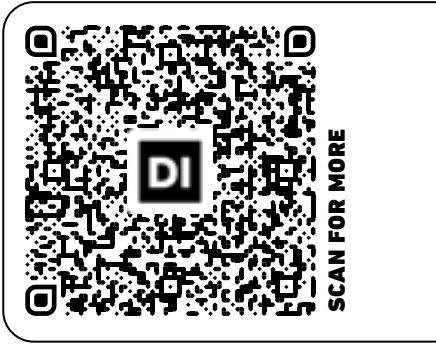
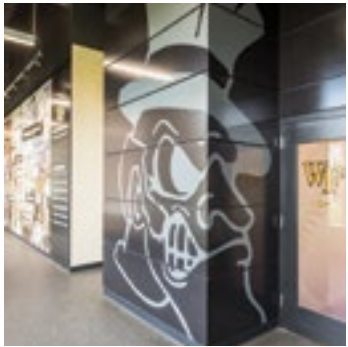
T FOOTBALL



■ **HOW HAS THIS LONG-TERM INVESTMENT IMPACTED RECRUITMENT AND ALUMNI ENGAGEMENT?**

The investment in our facilities has helped us compete and thrive in recruiting and established a renewed sense of pride for our alumni. Through our investments, both of these groups have been able to visually see the importance that Wake Forest places on its athletic facility infrastructure. They see how it can provide the winning edge for us when student-athletes first experience Wake Forest or alumni return home to campus.



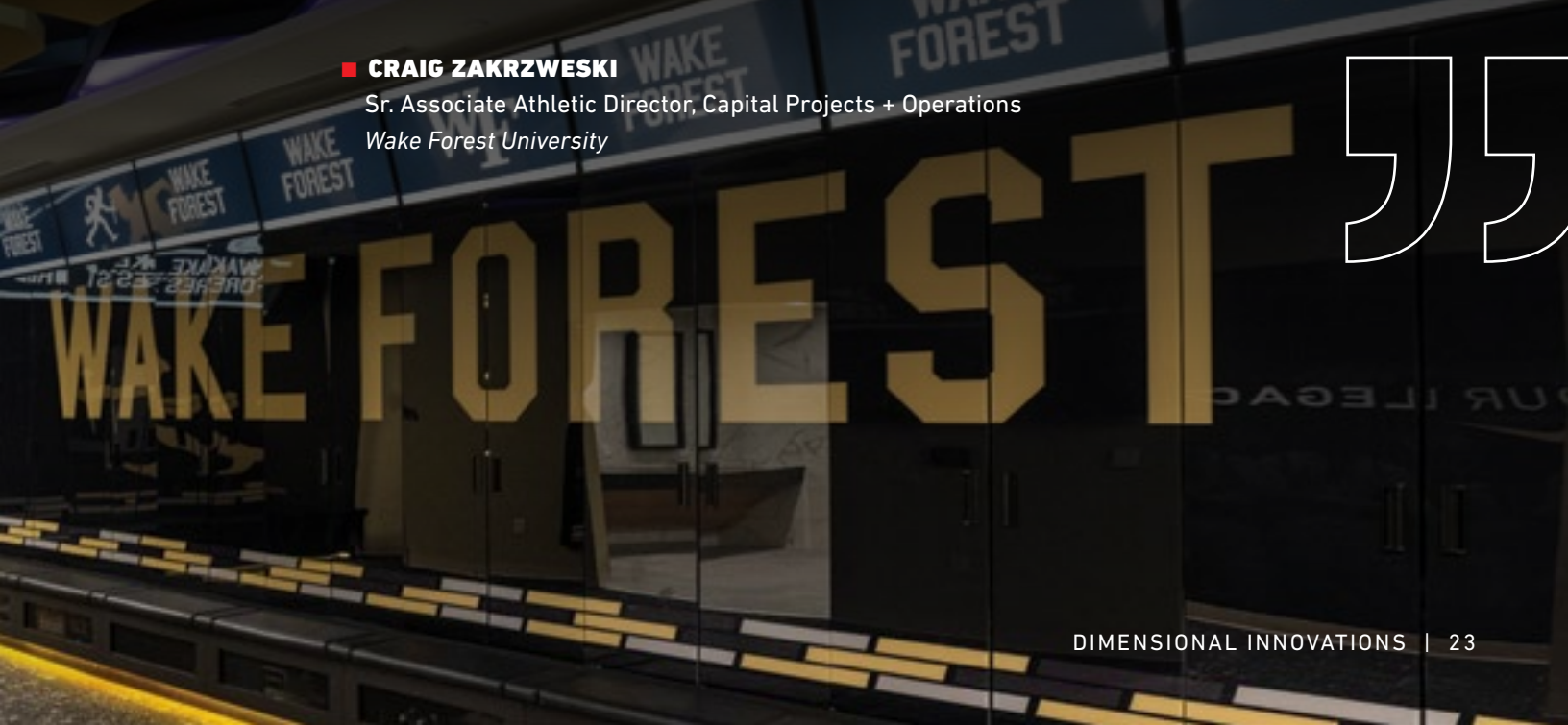


“

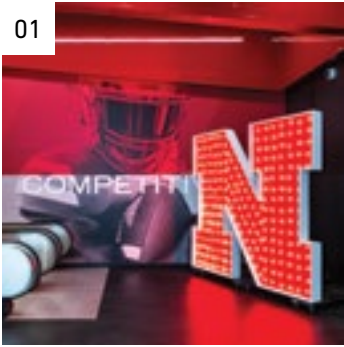
WHEN WALKING GUESTS THROUGH OUR FACILITIES, YOU GATHER THE SENSE THAT THEY ARE ALWAYS INTERESTED IN “WHAT’S AROUND THE CORNER” BECAUSE OF WHAT THEY MAY HAVE JUST SEEN, AND IT PIQUES THEIR CURIOSITY AS TO WHAT COULD BE NEXT. THE PARTNERSHIP WITH DI HAS HELPED TO CREATE SUCH MOMENTS FOR OUR WAKE FOREST COMMUNITY.

■ **CRAIG ZAKRZWESKI**
Sr. Associate Athletic Director, Capital Projects + Operations
Wake Forest University

”



01



02



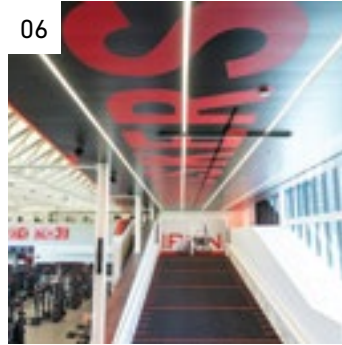
03



BRINGING UNIVERSITY SPIRIT TO LIFE IN ATHLETIC VENUES

We're in the business of creating remarkable experiences—experiences the student-athletes, recruits, fans, athletic departments, and universities will never forget. From the physical to the digital, it's our job to bring university heritage and spirit to life inside venues where visions become reality, fan and student-athlete experiences are elevated, and legacies are memorialized. From the **Sacred Heart University Hockey Arena**, to the **University of Nebraska Osborne Legacy Complex**, and the **Oklahoma State University Women's Soccer Facility**, we've had the privilege of transforming iconic spaces.

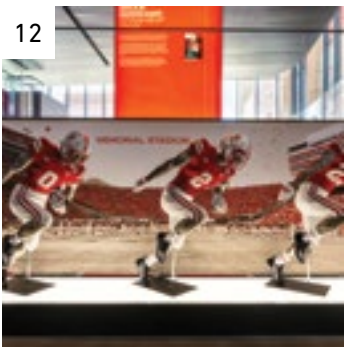
06



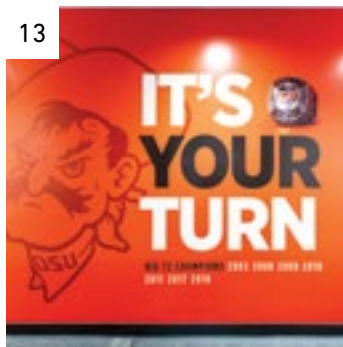
08



12

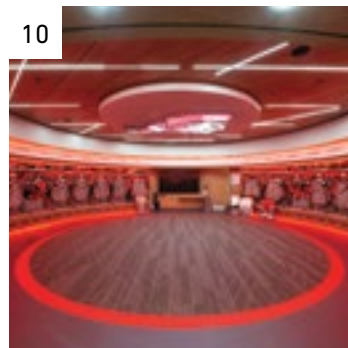
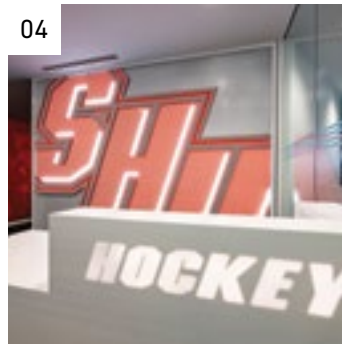


13



14





01 University of Nebraska - Lincoln, NE // 02 Sacred Heart University - Fairfield, CT // 03 Oklahoma State University - Stillwater, OK // 04 Sacred Heart University - Fairfield, CT // 05 University of Nebraska - Lincoln, NE // 06 University of Nebraska - Lincoln, NE // 07 Oklahoma State University - Stillwater, OK // 08 University of Nebraska - Lincoln, NE // 09 Oklahoma State University - Stillwater, OK // 10 Sacred Heart University - Fairfield, CT // 11 Sacred Heart University - Fairfield, CT // 12 University of Nebraska - Lincoln, NE // 13 Oklahoma State University - Stillwater, OK // 14 University of Nebraska - Lincoln, NE

03

**RECRUITMENT
+ RETENTION**

:: Higher Education



Putting visitors at the center of their own story, the welcome center warrants an inherent sense of belonging and possibilities unique to the **University of Kansas**. DI was honored to help create this industry-leading, tech-stacked space that welcomes prospective and current students, embraces returning alumni, and illustrates what it means to be a Kansas Jayhawk—all under one roof.



UNIVERSITY OF KANSAS | LAWRENCE, KS

JAYHAWK WELCOME CENTER

AN INTERVIEW WITH



KRISTI LACLÉ

∴ Sr. Vice President of
Engagement and Operations
KU Alumni Association

■ WHAT WAS THE DRIVING FORCE BEHIND THE JAYHAWK WELCOME CENTER?

We wanted to cultivate a space for people to feel a sense of belonging within KU and within our community. As the project evolved, it became clear our physical space would be more than just a building—it would encompass an entire experience, one that speaks to the full lifecycle of the Jayhawk. We wanted to have a lasting impact on our visitors, namely prospective students, and we knew that we had to create a memorable experience to get those students to come to KU. They are blown away when they walk in the front door and see their name displayed on the two-story welcome wall. Their first impression is the best ROI we could ever measure.



 Welcome

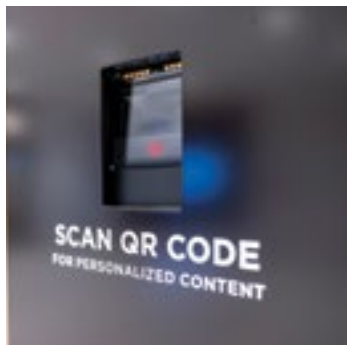
Cj Danforth

 Hooray for more Green Bay Jayhawks!

ROCK CHALK!

/ Natalie Best / Polly Brown / Cameron Cook / Andy Bass / Brady Blackford / Gavin Berry / Natalie Goral / Holly Clark / Cj Danforth / Whitney Danforth

THE JAYHAWK WELCOME CENTER IS A GIFT FROM THE UNIVERSITY OF KANSAS FOUNDATION



200,000+

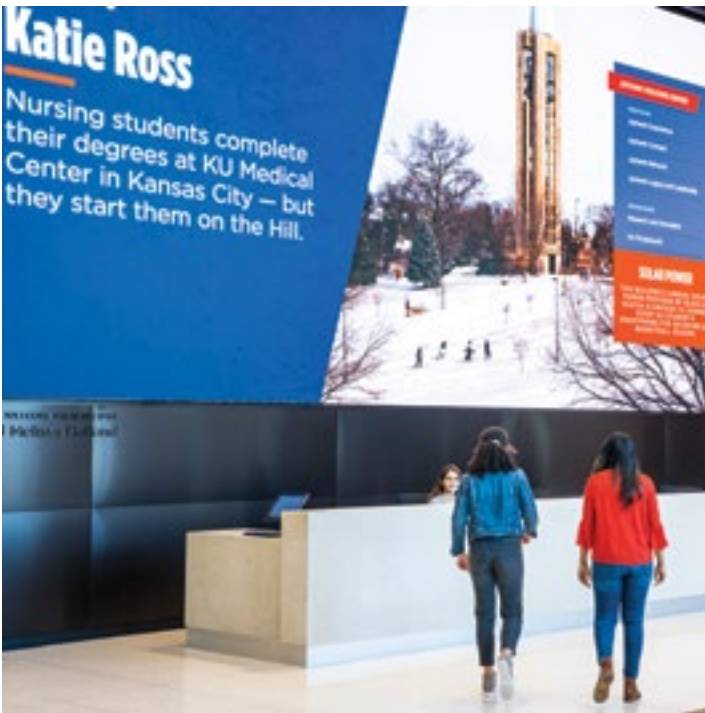
PROSPECTIVE STUDENTS AND FAMILIES HAVE VISITED THE CENTER SINCE ITS OPENING

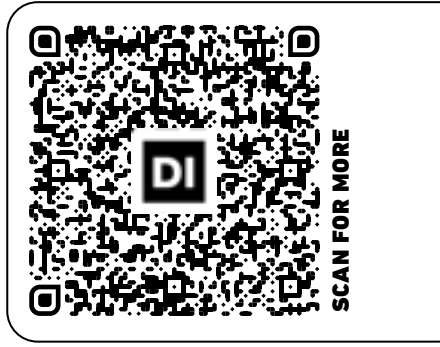




■ **HOW HAS THE WELCOME CENTER IMPACTED ALUMNI ENGAGEMENT?**

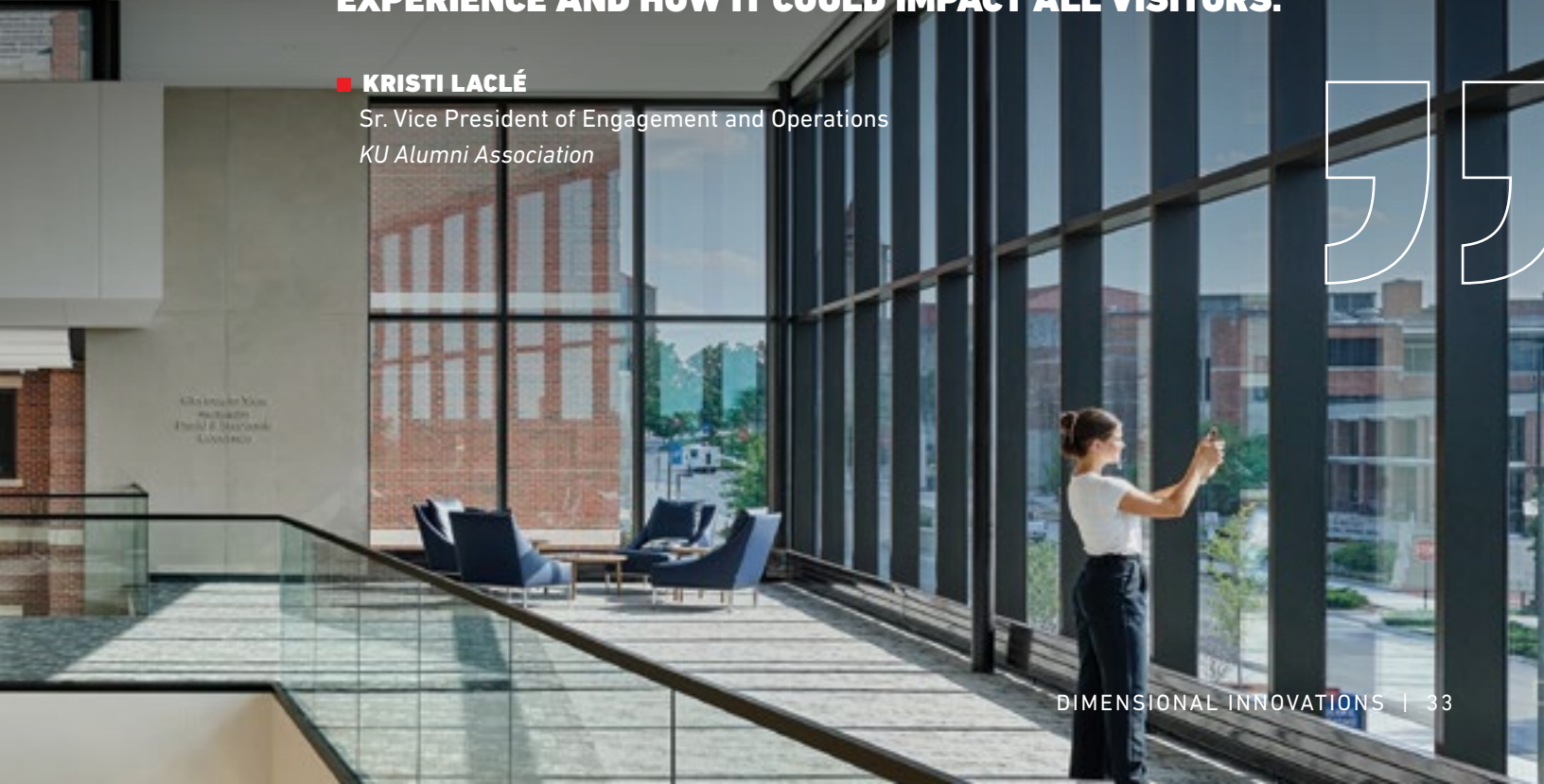
In the year and a half that we've been open, we've had the honor of welcoming hundreds of alumni to the Jayhawk Welcome Center. We have witnessed how the welcome center, namely the storytelling exhibits, have reignited and re-established the unique affinity that our alumni have for KU—this has resulted in new donors and volunteers, repeat visits to the welcome center, and more.





THERE WAS SO MUCH COLLABORATION WITH DI THROUGHOUT THIS PROCESS. ONE OF THE BIGGEST BONUSES WAS THAT SO MANY MEMBERS OF THE PROJECT TEAM WERE CONNECTED TO KU IN ONE WAY OR ANOTHER, WHICH REALLY HELPED US THINK ABOUT EACH EXPERIENCE AND HOW IT COULD IMPACT ALL VISITORS.

■ **KRISTI LACLÉ**
Sr. Vice President of Engagement and Operations
KU Alumni Association



01



02



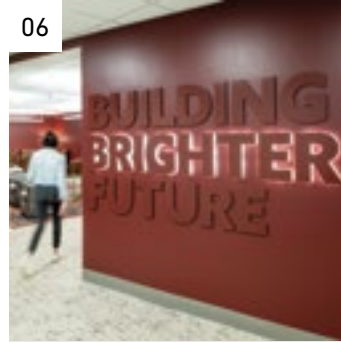
03



DESIGNING CONNECTIONS IN HIGHER EDUCATION

With more collegiate choices and alternative career paths than ever before, campus visits have become essential for prospective students and their families. From welcome centers and alumni headquarters to vibrant recruitment hubs and energetic game-day destinations, our projects—including **Colorado State University (CSU) Spur**, the **Texas A&M Foundation: Jon L. Hagler Center**, and the **Naval Academy Athletic Association Student-Athlete Center**—exemplify our commitment to designing spaces that foster engagement and community. These environments serve as living ecosystems where students can explore their academic interests and connect with faculty and peers, all while reflecting each institution’s unique identity and values. By leveraging thoughtful design and innovative strategies, we help universities craft compelling narratives that resonate with visitors and encourage them to envision their future on campus.

06



08



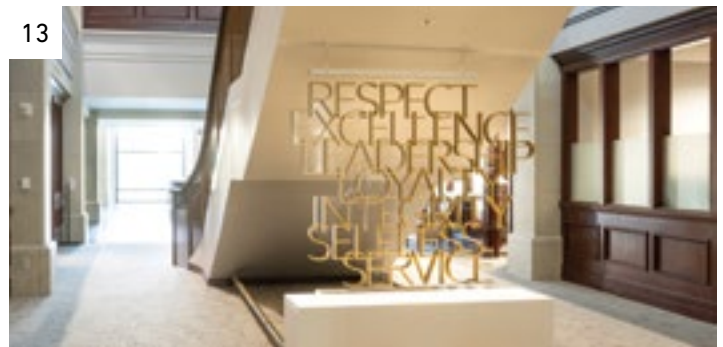
11

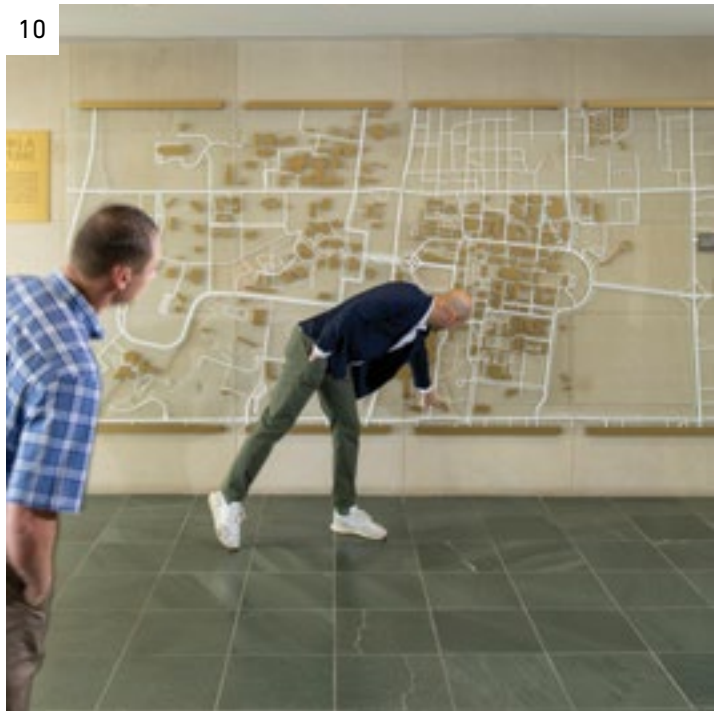
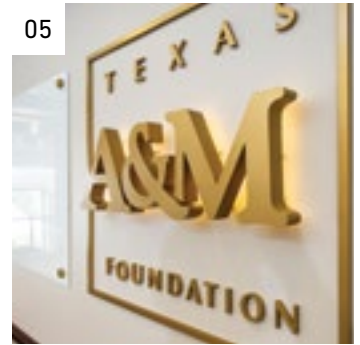


12



13





01 Naval Academy Athletic Association - Annapolis, MD // **02** Colorado State University (CSU) Spur - Denver, CO // **03** Naval Academy Athletic Association - Annapolis, MD // **04** Colorado State University (CSU) Spur - Denver, CO // **05** Texas A&M Foundation: Jon L. Hagler Center - College Station, TX // **06** Texas A&M Foundation: Jon L. Hagler Center - College Station, TX // **07** Naval Academy Athletic Association - Annapolis, MD // **08** Colorado State University (CSU) Spur - Denver, CO // **09** Colorado State University (CSU) Spur - Denver, CO // **10** Texas A&M Foundation: Jon L. Hagler Center - College Station, TX // **11** Naval Academy Athletic Association - Annapolis, MD // **12** Colorado State University (CSU) Spur - Denver, CO // **13** Texas A&M Foundation: Jon L. Hagler Center - College Station, TX

04

EXPERIENCE CENTERS

:: Corporate

American
Investment



Through augmented reality (AR) technology, sculptural elements, generative art displays, and more, DI and partners helped **American Century Investments** create a captivating experience inside their headquarters that engages visitors beyond traditional means. The spaces showcase the brand story in an interactive and nuanced way and serve as a forward-thinking recruitment tool for a growing Gen Z workforce.



AMERICAN CENTURY INVESTMENTS | KANSAS CITY, MO

GLOBAL HEADQUARTERS

AN INTERVIEW WITH



NATE GASCHKE

:: Creative Director
Dimensional Innovations

■ WHAT WERE THE INITIAL GOALS IN ELEVATING AMERICAN CENTURY INVESTMENTS' HEADQUARTERS RENOVATION?

With the expansion of the Kansas City streetcar, a new stop was added in front of American Century's headquarters. In tandem with a recent brand refresh, American Century saw an opportunity to engage with pedestrians and community members in a new way. The project focused on transforming their headquarters into a space that celebrates the company's history, core values, and commitment to making a positive impact in the community and beyond. An unexpected fusion of digital and physical design delivers the "wow" factor, amplifying the emotional impact of the stories and space.



25 AR TOUCHPOINTS

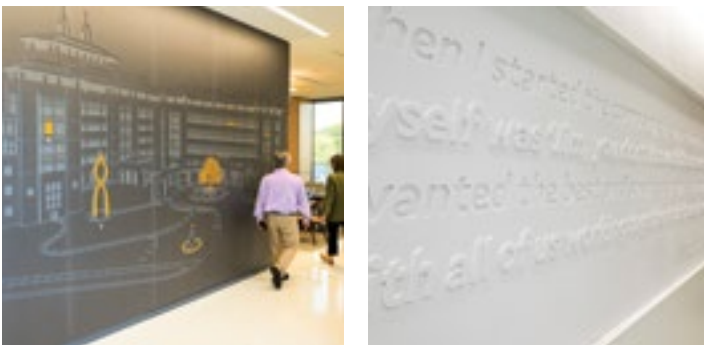
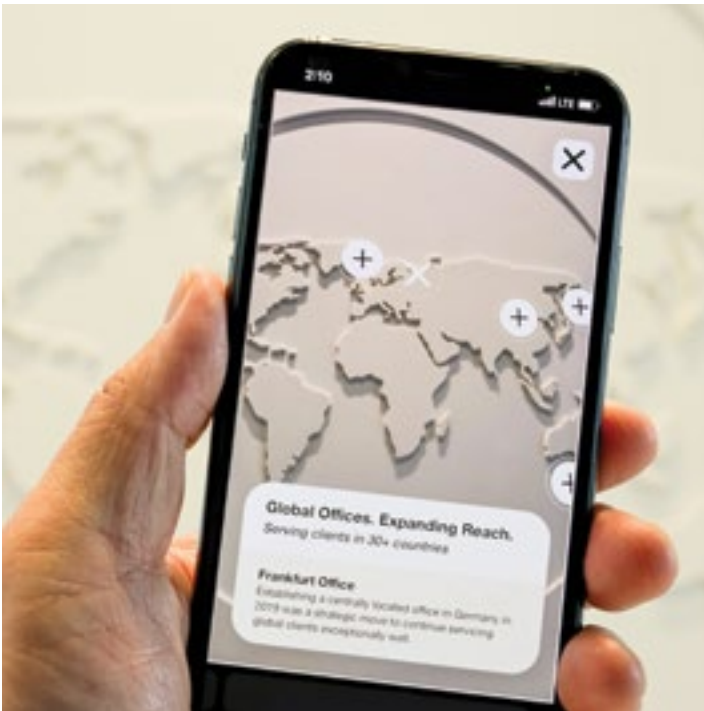
THROUGHOUT THE SPACE WHERE VISITORS CAN SCAN FOR MORE CONTENT

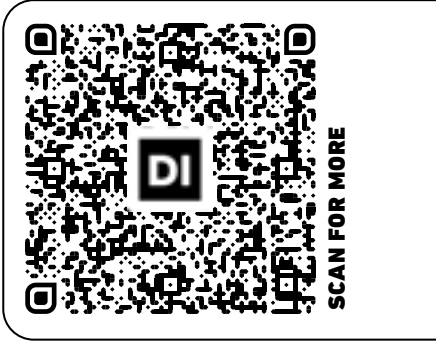
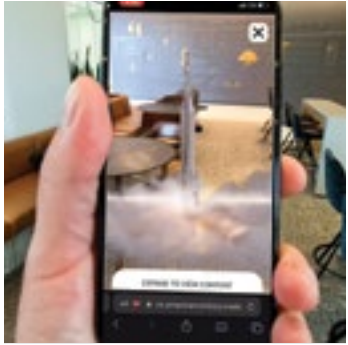




■ **HOW DO YOU THINK AR AND DIGITAL INTEGRATION ELEVATE THE STORYTELLING EXPERIENCE?**

Our approach of web-based AR technology and custom digital integration allows users to engage with the space through a sense of surprise and delight, revealing hidden stories or data points when overlaid with physical elements. This blend of dynamic digital content and engraved physical builds creates an engaging, multi-sensory experience where the story unfolds interactively, keeping visitors captivated. The juxtaposition of high-tech AR with permanent, tangible structures added depth to the narrative, making the company's history and mission come alive.





“

THROUGH AN IN-DEPTH DISCOVERY PHASE, WE IMMERSED OURSELVES IN THE VALUES AND HISTORY OF THE COMPANY. WE THEN CREATED OUR EXPERIENTIAL FRAMEWORK, FOCUSING ON BRINGING STORIES TO LIFE IN UNEXPECTED WAYS, CELEBRATING THE CULTURE OF AMERICAN CENTURY THROUGH AUTHENTIC EXPRESSIONS, AND SEAMLESSLY INTEGRATING OUR DESIGN IN AN INTENTIONAL WAY.

■ **NATE GASCHKE**
Creative Director
Dimensional Innovations

”

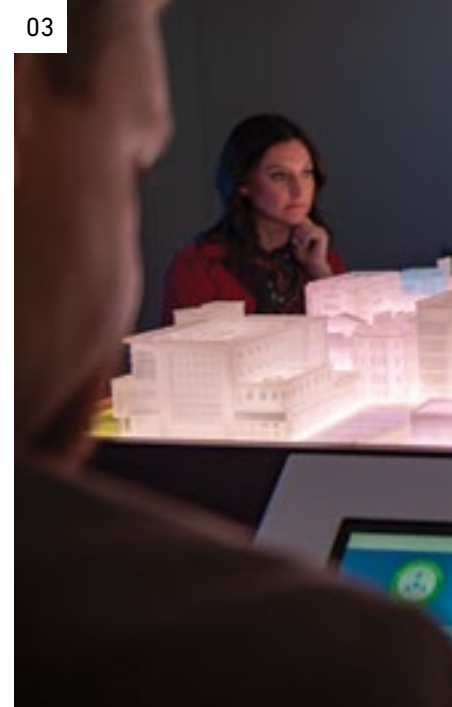
01



02



03



06



08



12



13



14



TRANSFORMING CORPORATE EXPERIENCES

Experience centers—whether designed for executive briefing, client engagement, innovation, or a blend of all three—have become a driving force within our Corporate practice and partnerships. Recently, our expertise has shone through projects like **W.L. Gore & Associates’** immersive space, the **American Airlines Skyview 6 Headquarters**, **IQT Global Headquarters**, **Ten on Tenth**, a **National Insurance Client’s Employee Experience Center**, and **Oracle Health’s Executive Briefing Center**. Although each center varies in size and design to meet specific client needs, they all share a common purpose: to create immersive and memorable experiences for every visitor.



01 Oracle Health - Kansas City, MO // **02** Ten on Tenth - Atlanta, GA // **03** Oracle Health - Kansas City, MO // **04** IQT Global Headquarters - Washington, D.C. // **05** W.L. Gore & Associates - Newark, DE // **06** Oracle Health - Kansas City, MO // **07** National Insurance Client - Bloomington, IL // **08** W.L. Gore & Associates - Newark, DE // **09** American Airlines Skyview 6 Headquarters - Fort Worth, TX // **10** W.L. Gore & Associates - Newark, DE // **11** National Insurance Client - Bloomington, IL // **12** National Insurance Client - Bloomington, IL // **13** American Airlines Skyview 6 Headquarters - Fort Worth, TX // **14** American Airlines Skyview 6 Headquarters - Fort Worth, TX

05

POSITIVE DISTRACTIONS

:: Healthcare



Designed with the patient experience in mind, this seven-story, pediatric hospital goes beyond a traditional healthcare aura to create a warm and colorful environment suited for even the littlest of patients. DI was proud to join the project as the comprehensive experience design and interactive technology expert, collaborating early on with **MU Children's Hospital** leadership as the facility broke ground.



 Health Care

UNIVERSITY OF MISSOURI HEALTH SYSTEMS | COLUMBIA, MO

MU CHILDREN'S HOSPITAL

AN INTERVIEW WITH



BRANDON KUZARA

:: DI Corporate and
Healthcare Account Director
Dimensional Innovations

■ **HOW DID DIMENSIONAL INNOVATIONS LEVERAGE CUSTOMIZED TECHNOLOGY TO CREATE POSITIVE DISTRACTIONS?**

DI developed "NatureVerse" (also known as "CreatureVerse"), a virtual environment where pediatric patients and their families can create custom avatars and explore nature-inspired landscapes. This immersive experience serves as a positive distraction from treatment, blending the hospital's physical and digital spaces to provide a calming escape. We also created a digital coloring book wall designed to engage children mentally and physically during their hospital stay.



18-FOOT TALL

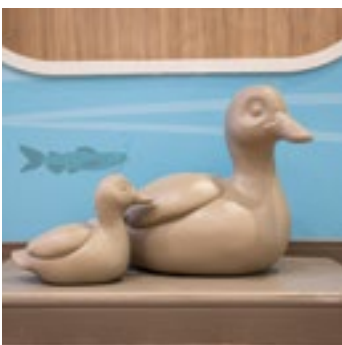
DIMENSIONAL TREE SCULPTURE ROOTED IN THE HOSPITAL'S MAIN TWO-STORY ATRIUM

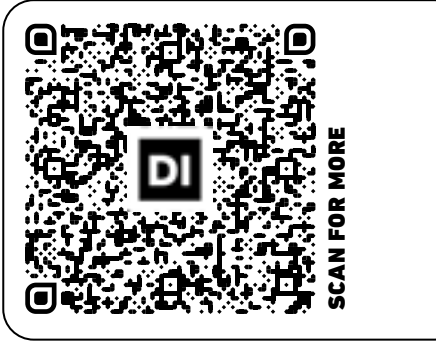




■ **HOW WAS MU CHILDREN'S BRANDING INCORPORATED INTO THE PHYSICAL AND DIGITAL ELEMENTS THROUGHOUT THE HOSPITAL?**

DI expertly blended the hospital's nature-inspired design, creating 3D animal sculptures, with help from our partner TivoliToo, and environmental graphics, which were then integrated into digital experiences. These sculptures were brought to life as interactive, customizable avatars within the NatureVerse platform, allowing children to engage with the hospital's brand while fostering healing. This integration of physical and virtual elements reinforces MU Children's identity, creating an engaging, cohesive environment that encourages both creative play and emotional support for patients.





OUR COMPREHENSIVE APPROACH ENSURED A COHESIVE AND STREAMLINED PROJECT FROM START TO FINISH. THIS PROCESS ALLOWED OUR TEAM TO FULLY IMMERSE OURSELVES IN THE MU CHILDREN'S BRAND AND MISSION, ULTIMATELY HELPING PROVIDE COMPREHENSIVE EXPERIENCE DESIGN AND TECH INTEGRATION THROUGHOUT THE SEVEN-STORY HOSPITAL.

■ **BRANDON KUZARA**
Corporate and Healthcare Account Director
Dimensional Innovations



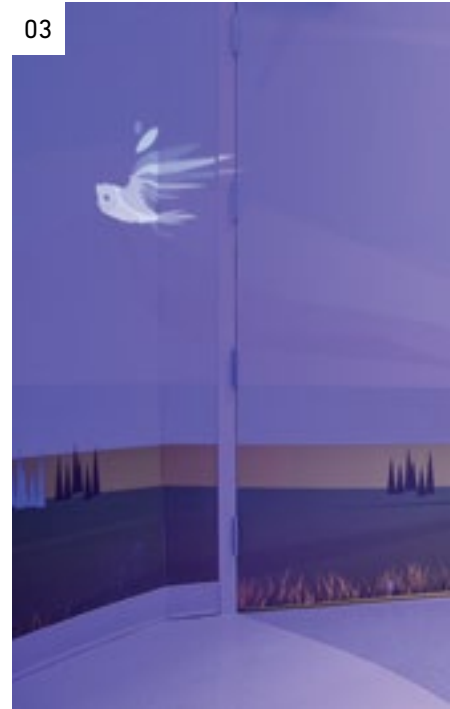
01



02



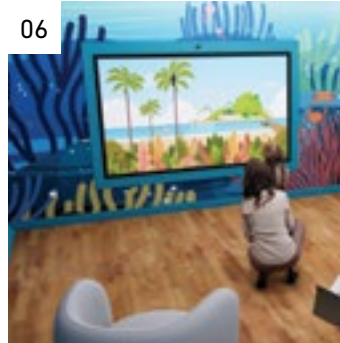
03



INNOVATIVE SOLUTIONS FOR PATIENT WELL-BEING

Creating playful environments and positive distractions in healthcare not only helps improve the patient experience but is proven to contribute to long-term healing outcomes. Whether it's an 18-foot-tall tree sculpture, sensory room, or a game that immerses patients in a world seemingly far from treatment, DI integrates design and technology to create custom solutions that calm, engage, and comfort. Our work with notable organizations like **Children's Healthcare of Atlanta**, **Children's Mercy**, **UofL Health**, and **Nicklaus Children's Hospital** exemplifies our commitment to enhancing the healing journey for young patients.

06



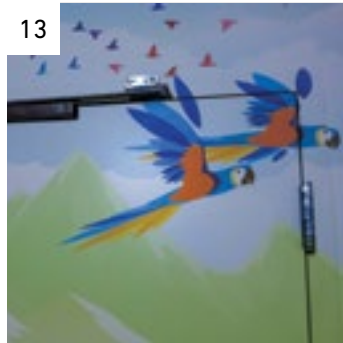
08



12

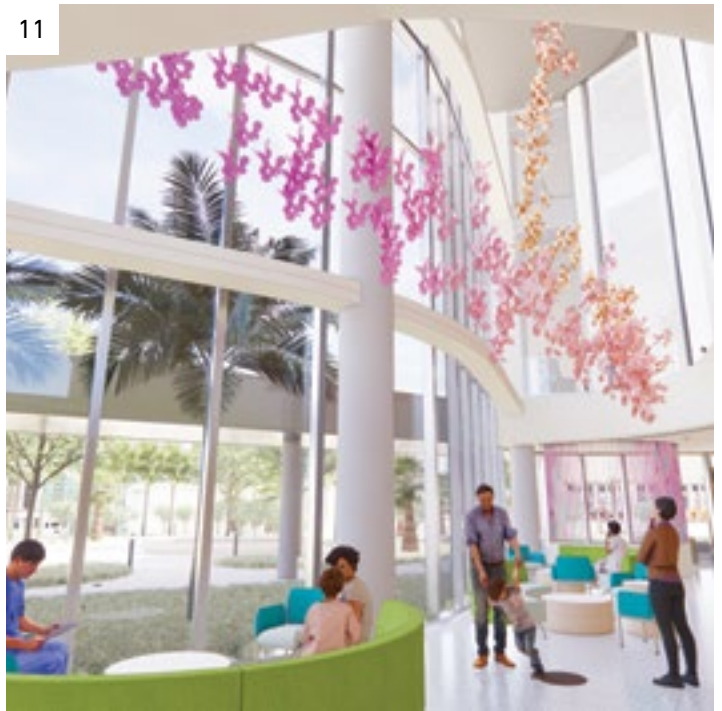
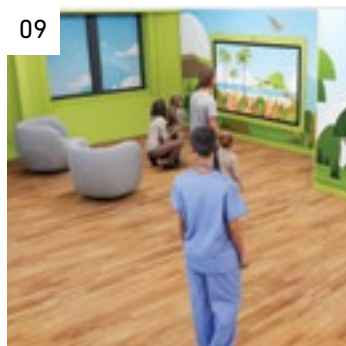
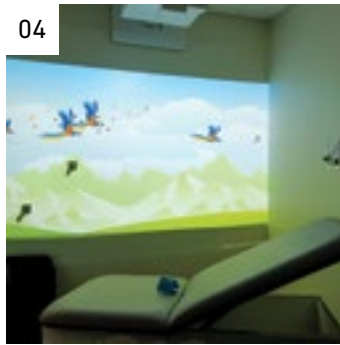
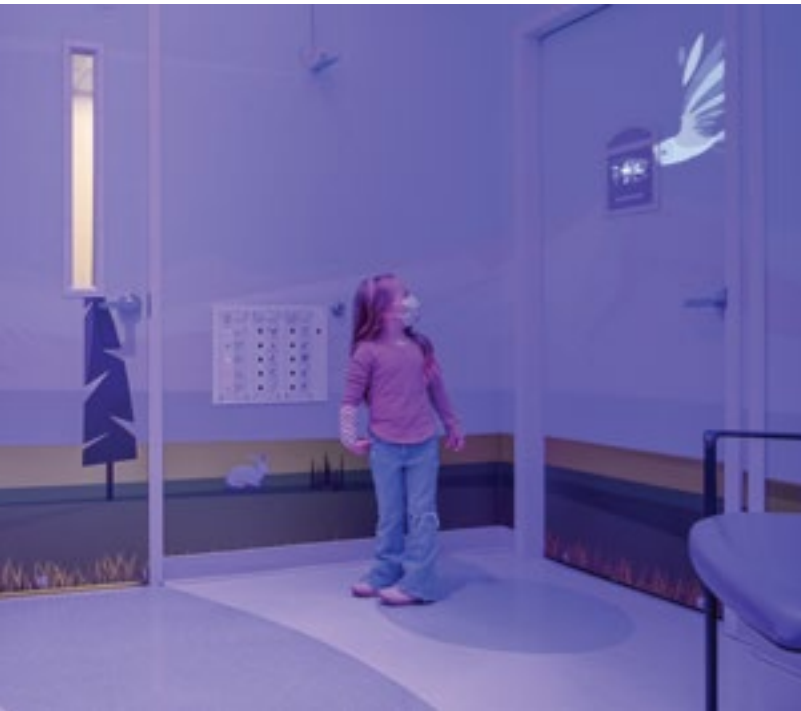


13



14





01 Children's Mercy Burn Clinic - Kansas City, MO // **02** Nicklaus Children's Hospital - Miami, FL // **03** Children's Mercy Burn Clinic - Kansas City, MO // **04** Children's Mercy Burn Clinic - Kansas City, MO // **05** Nicklaus Children's Hospital - Miami, FL // **06** UofL Health Hospital - Louisville, KY // **07** Children's Mercy Burn Clinic - Kansas City, MO // **08** Children's Healthcare of Atlanta - Atlanta, GA // **09** UofL Health Hospital - Louisville, KY // **10** Children's Healthcare of Atlanta - Atlanta, GA // **11** Nicklaus Children's Hospital - Miami, FL // **12** Children's Healthcare of Atlanta - Atlanta, GA // **13** Children's Mercy Burn Clinic - Kansas City, MO // **14** Children's Healthcare of Atlanta - Atlanta, GA

06

IP-BASED ATTRACTIONS

:: Entertainment



Using innovative racing technology and a little elbow grease, Dimensional Innovations and partners were excited to design, engineer and build an interactive and action-packed experience where visitors can build, test, and race their custom-designed LEGO Ferrari creations. Combining both physical and digital components, **LEGOLAND® Resort's LEGO® Ferrari Build & Race** taps into the creativity and wonder of the LEGO Ferrari brands for racers of all ages.



LEGO
LEGOLAND

LEGOLAND RESORT | WINDSOR, UK, BILLUND, DK,
CARLSBAD, CA, AND WINTER HAVEN, FL

LEGOLAND® RESORT'S LEGO® FERRARI BUILD & RACE

AN INTERVIEW WITH



TOM STORER

:: Project Director

North America

Merlin Entertainments

■ WHAT WERE THE INITIAL VISION AND GOALS FOR LEGOLAND RESORT'S LEGO FERRARI BUILD & RACE?

Merlin's vision for the LEGO Ferrari Build & Race was to create an interactive attraction for guests 5 –12 years old that captures the essence of two of the most powerful brands in the world: LEGO and Ferrari. By combining the physical elements with digital technology, the experience truly brings each custom LEGO Ferrari build to life. DI has been great in understanding Merlin as a client and has always worked extremely hard to deliver these attractions in three countries, including Florida and California in the U.S.



AWARD-WINNING

LEGO® FERRARI BUILD & RACE WAS NAMED ONE OF THE 2023
"OUT OF THIS WORLD EXPERIENCES" BY LAVNCH [CODE]

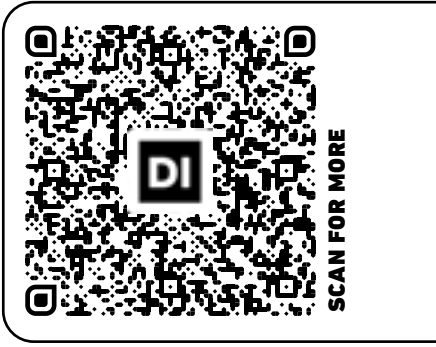




■ **WHAT HAS BEEN THE VISITORS' OVERALL REACTIONS TO THE ATTRACTIONS?**

Our guests have overwhelmingly loved LEGO® Ferrari Build & Race. My favorite part of the attraction is definitely where the guests have the opportunity to build their LEGO Ferrari and then race it on the Speed Test Track against other guests to see whose Ferrari performs the best. Guests then have the ability to modify and improve their LEGO Ferrari and try again, much like Enzo Ferrari did throughout his life with the actual Ferrari racing team. It's been amazing to watch visitors build their own LEGO Ferrari and watch their reactions as they try to launch it off the jump tracks and see their instant replay up on the big screen.





OVERALL, IT'S BEEN A COLLABORATIVE AND TEAM APPROACH WORKING WITH DI. THE TEAM IS REALLY KNOWLEDGEABLE AND HAS WORKED HAND-IN-HAND WITH MERLIN MAGIC MAKING'S TEAMS TO BRING THE ATTRACTION TO LIFE.

TOM STORER
Project Director, North America
Merlin Entertainments

01



02



03



THE POWER OF IP IN DESTINATION ATTRACTIONS

The growth of Intellectual Property location-based attractions is fueling an exciting wave of new projects for our team, including work for **Andretti Indoor Karting & Games**, **Woodside Cycle Studio**, and **RD1 Spirits**, each representing a unique opportunity to merge immersive storytelling with innovative experiences. At the intersection of physical and digital, we're dedicated to helping our clients transform creative ideations and beloved characters and stories into tangible experiences that spark a sense of nostalgia and playful exploration. Whether through thrilling karting adventures, engaging fitness experiences, or cutting-edge interactive environments, we strive to create moments that resonate with visitors of all ages. We're excited to see how these projects will evolve and captivate audiences, turning imagination into reality.

06



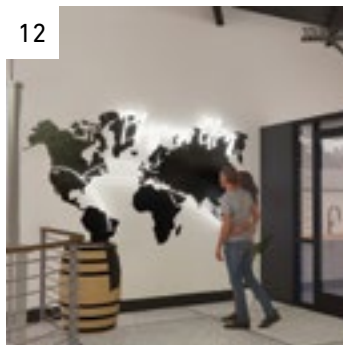
08



11

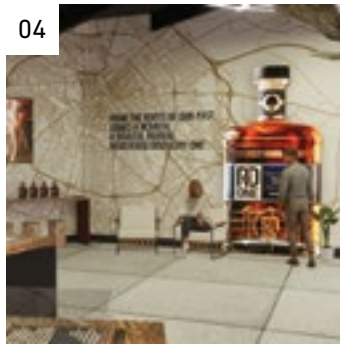


12



13





01 Andretti Indoor Karting & Games - Fort Worth, TX // **02** Woodside Cycle Studio - Westwood, KS // **03** Andretti Indoor Karting & Games - Fort Worth, TX // **04** RD1 Spirits - Lexington, KY // **05** Andretti Indoor Karting & Games - Fort Worth, TX // **06** Woodside Cycle Studio - Westwood, KS // **07** Woodside Cycle Studio - Westwood, KS // **08** Woodside Cycle Studio - Westwood, KS // **09** Andretti Indoor Karting & Games - Fort Worth, TX // **10** RD1 Spirits - Lexington, KY // **11** Woodside Cycle Studio - Westwood, KS // **12** RD1 Spirits - Lexington, KY // **13** Andretti Indoor Karting & Games - Fort Worth, TX



07

INTERPRETIVE EXHIBITS

:: Museums + Zoos



Using immersive storytelling and cutting-edge technology, our team helped create an exciting and educational experience for visitors of all ages inside the **Amelia Earhart Hangar Museum (AEHM)**. The first-of-its-kind exhibit explores Amelia's pioneering legacy amid the Art Deco era and early years of flight through physical displays, digital interactives and hands-on learning.



AMELIA EARHART FOUNDATION | ATCHISON, KS

AMELIA EARHART HANGAR MUSEUM

AN INTERVIEW WITH



KAREN SEABERG

:: President and Founder
Amelia Earhart Foundation

■ **WHAT WAS THE INITIAL VISION FOR TURNING K59 INTO A FIRST-OF-ITS-KIND EXPLORATORY EXHIBITION?**

Purchasing *Muriel* and having a “small museum” surrounding her was the vision of my husband, Ladd Seaberg. His vision was that it would be at the Amelia Earhart Airport and pilots could view *Muriel* through a window even if they didn’t come into the museum. We thought we would have to go to New York or California to find a design company that could help us. Unbelievably, DI was right in our backyard. With DI’s team, our concept went from “little” to amazing!

To partner with one group that could move us from conceptualization, to design, to build, to install was seamless and made the process so much easier. We raised the money and voilà—we and DI built an amazing history and STEM museum in our little town.



GLOBALLY ANTICIPATED

THE AMELIA EARHART HANGAR MUSEUM WAS NAMED BY SMITHSONIAN MAGAZINE AS ONE OF THE TOP 10 MOST ANTICIPATED WORLD MUSEUMS OPENING IN 2023



HIGHLY RANKED

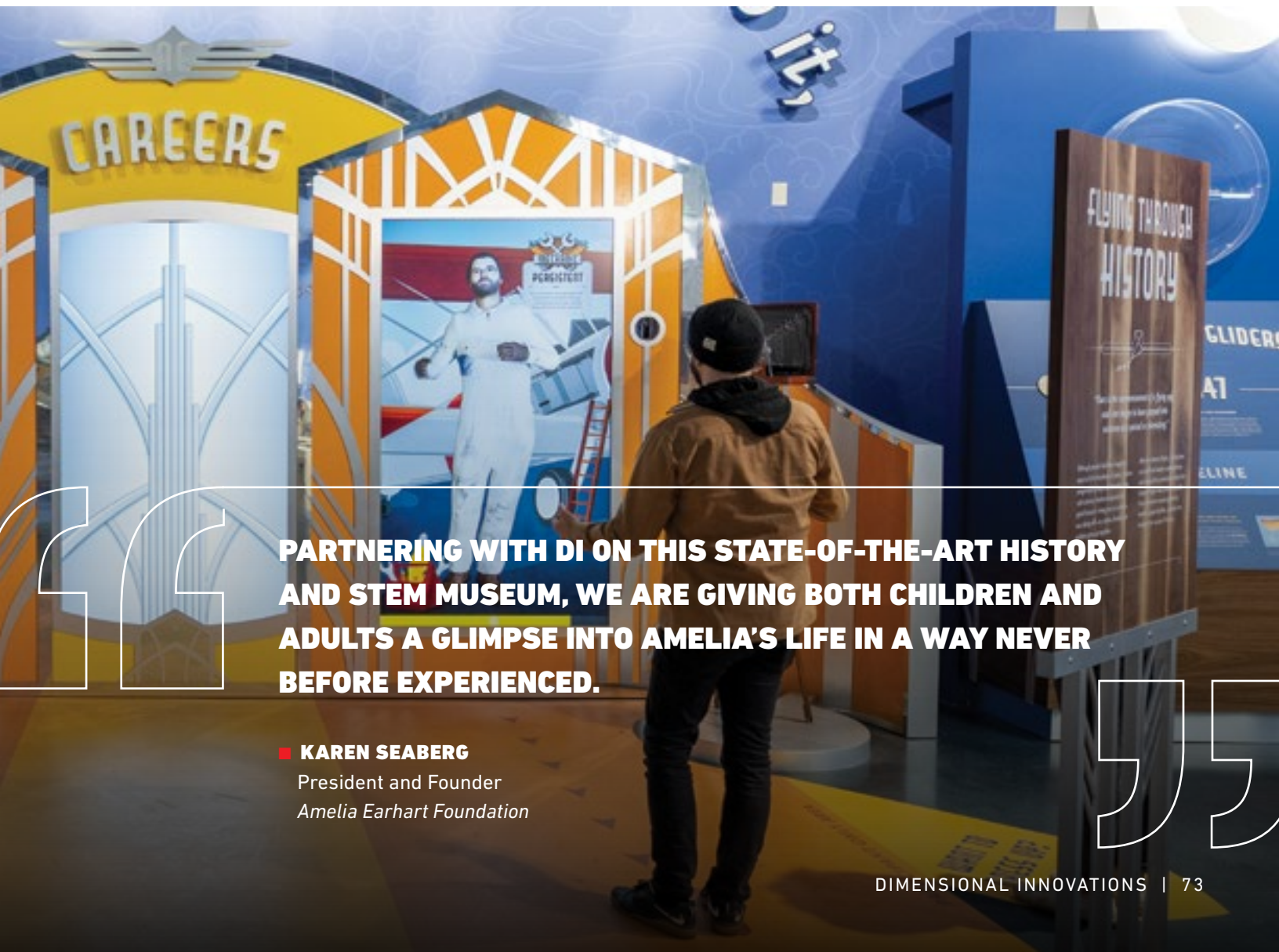
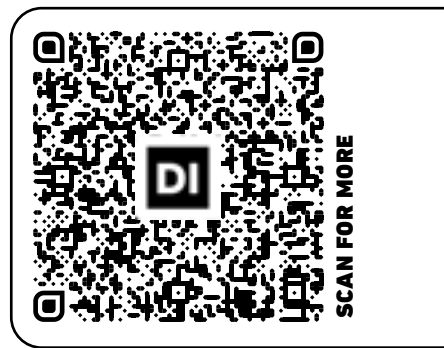
RANKED 4TH OUT OF 10 MUSEUMS IN USA TODAY'S 10BEST READERS' CHOICE AWARDS FOR BEST NEW MUSEUM



■ **HOW DO YOU THINK TECH INTERACTIVES AND DIGITAL STORYTELLING ELEVATE THE VISITOR EXPERIENCE INSIDE THE MUSEUM?**

Tech interactives and digital storytelling don't just elevate the experience, they MAKE the experience! That plus the beautiful Art Deco design wows visitors every day. There is no question that having 14 interactive exhibits requires maintenance, but without these exhibits, our museum would not be the quality, state-of-the-art museum it is today. When a curator from the Smithsonian says to me, "That's the way we should have designed our exhibit," I smile and know that without DI it wouldn't have happened.





PARTNERING WITH DI ON THIS STATE-OF-THE-ART HISTORY AND STEM MUSEUM, WE ARE GIVING BOTH CHILDREN AND ADULTS A GLIMPSE INTO AMELIA'S LIFE IN A WAY NEVER BEFORE EXPERIENCED.

KAREN SEABERG
President and Founder
Amelia Earhart Foundation

01



02



03



IMMERSIVE DESIGN FOR EDUCATION + ENGAGEMENT

Our work in the cultural space spans a wide spectrum of genres, from interactive children's museum and zoo exhibits to historical museums and interpretive centers. For clients such as the **Ronald Reagan Presidential Library**, **Lincoln Children's Museum**, and the **Denver Zoo Conservation Alliance** highlight our expertise in creating environments that are both educational and entertaining. By blending immersive design with cutting-edge technology, we strive to transform traditional spaces into interactive, engaging experiences. Whether it's preserving history, sparking curiosity in young minds, or offering an innovative approach to wildlife education, the goal of all our projects and partnerships is to craft dynamic spaces where visitors of all ages can learn through exploration, play, and thoughtful engagement.

06



08



11

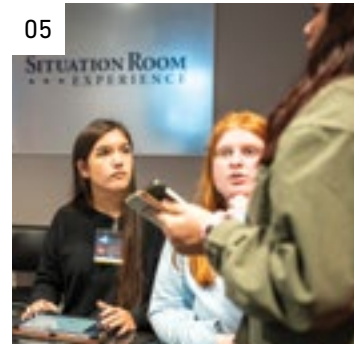
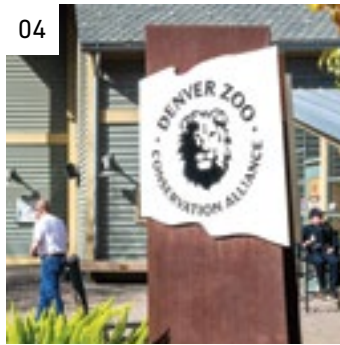


12



13





01 Lincoln Children's Museum - Lincoln, NE // 02 Ronald Reagan Presidential Library - Simi Valley, CA // 03 Denver Zoo Conservation Alliance - Denver, CO // 04 Denver Zoo Conservation Alliance - Denver, CO // 05 Ronald Reagan Presidential Library - Simi Valley, CA // 06 Denver Zoo Conservation Alliance - Denver, CO // 07 Denver Zoo Conservation Alliance - Denver, CO // 08 Ronald Reagan Presidential Library - Simi Valley, CA // 09 Denver Zoo Conservation Alliance - Denver, CO // 10 Lincoln Children's Museum - Lincoln, NE // 11 Denver Zoo Conservation Alliance - Denver, CO // 12 Ronald Reagan Presidential Library - Simi Valley, CA // 13 Lincoln Children's Museum - Lincoln, NE



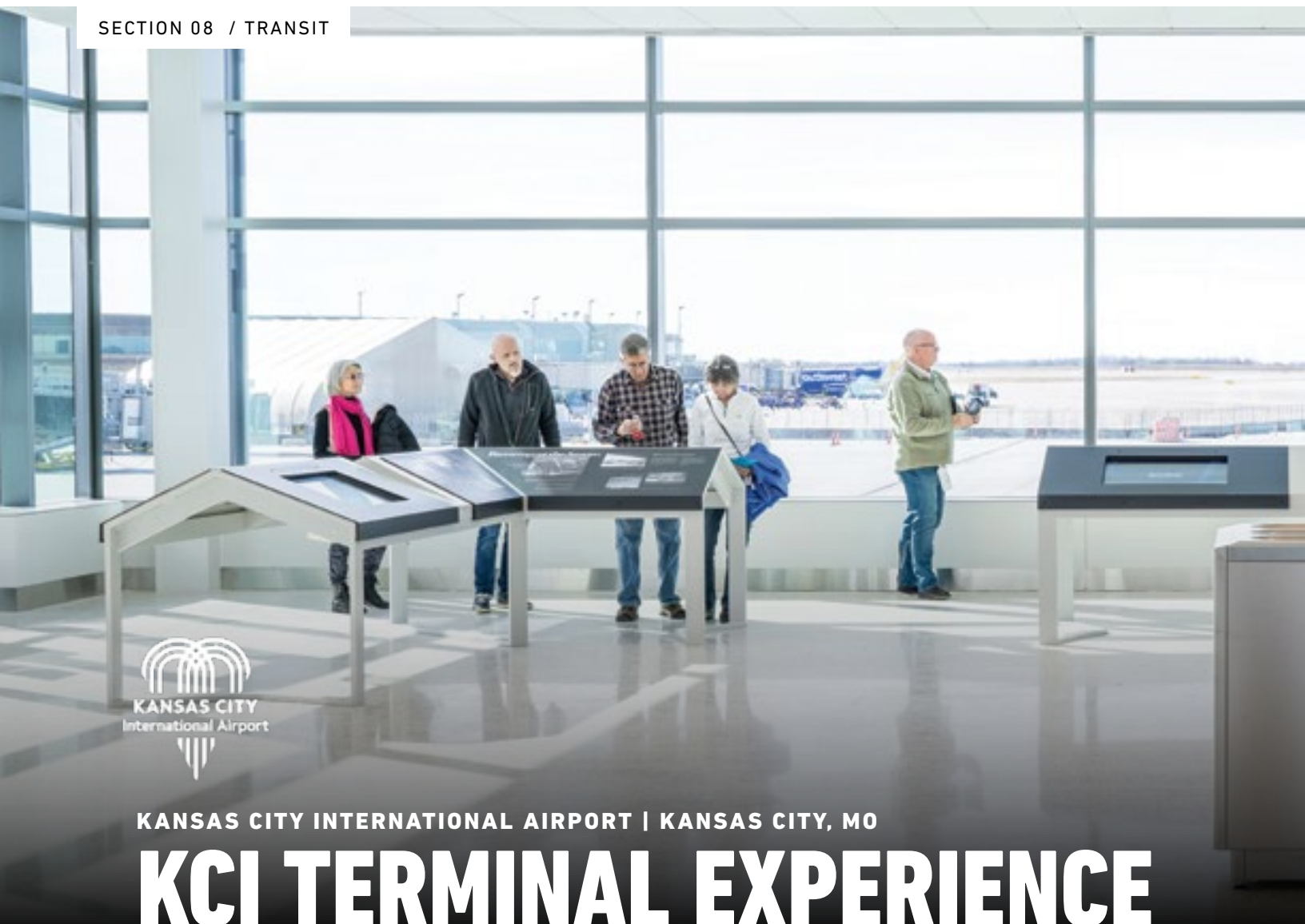
08

CONNECTING COMMUNITIES

:: Transit



Kansas City International Airport (KCI) is taking the air travel experience in the heartland to new heights. DI was honored to be a part of the dedicated crew who helped bring KCI's vision of a seamless and unique passenger experience to life through comprehensive signage and wayfinding, interactive technology, artistic experience design and more—all with a strong touch of local history, flavor, retail and culture.



KANSAS CITY INTERNATIONAL AIRPORT | KANSAS CITY, MO

KCI TERMINAL EXPERIENCE

AN INTERVIEW WITH



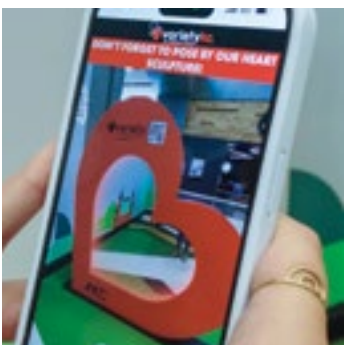
JUSTIN MEYER

Deputy Director of
Aviation - Marketing +
Air Service Development
KCI Airport

■ **AFTER ONE YEAR OF OPERATION, HOW DO YOU THINK THE NEW TERMINAL HAS IMPROVED THE PASSENGER EXPERIENCE AT KCI?**

The response from passengers has been spectacular. We had a high commitment to accessibility and inclusion, as well as environmental best practices. DI's fingerprints are all over this award-winning facility. One of the coolest additions to the new terminal is the Kansas City Air Travel Experience, which is designed for people who may have an aversion to flight to become more comfortable with air travel.

One of my favorites is the midpoint of the concourse connector, where we've told some really important history lessons. There's never a time when passengers are not interacting with these displays. Another favorite is the digital walls behind the ticket counters. DI was really impactful in allowing us to make full use of the new technology in those places. They were an excellent partner and delivered, in some cases, even beyond what we thought we wanted.



300+ FEET

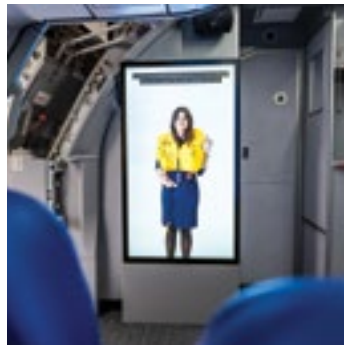
OF DIGITAL NANOLUMENS USED FOR
THE TICKETING COUNTER DISPLAY

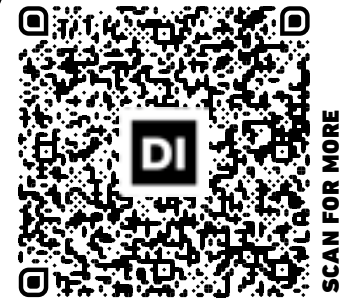




■ **HOW DO YOU THINK THE NEW TERMINAL IMPACTS KANSAS CITY NOW AND IN THE FUTURE?**

The new terminal at Kansas City International Airport delivers a completely new front door to our city, and we've already seen it propel Kansas City to new levels of hospitality. The things we've been able to do since the terminal opened, such as hosting the NFL Draft or the World Cup in 2026. We're so excited about the way that this positions Kansas City for the future.





SINCE THE NEW TERMINAL OPENED, OVER 350 FAMILIES HAVE MADE USE OF THE KANSAS CITY AIR TRAVEL EXPERIENCE, WHICH HAS TRULY BEEN LIFE-CHANGING FOR A LOT OF PEOPLE. WE'RE ABLE TO BENEFIT A COMMUNITY OF FAMILIES AND INDIVIDUALS WHO MAY NOT BE COMFORTABLE WITH FLYING BY BRINGING THE EXPERIENCE OF AIR TRAVEL TO THEM.

■ **JUSTIN MEYER**

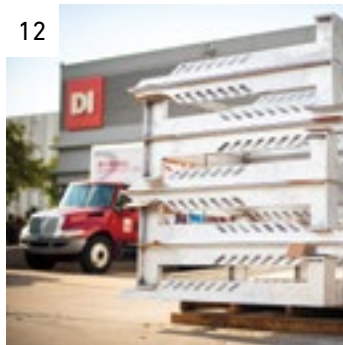
Deputy Director of Aviation - Marketing + Air Service Development
KCI Airport





ENHANCING PUBLIC TRANSIT CONNECTIONS

Our work in the world of transit goes well beyond airports. Our civic efforts transform public transportation elements like buses, stations, and streetcars into engaging, functional experiences that connect communities. We integrate design, technology, and storytelling to create spaces that are not just practical but also memorable and enjoyable as people go from point A to point B. Projects like **Capital Metro**, **The Haymarket Pedestrian Bridge**, **Kansas City Streetcar**, and **Tulsa Transit** exemplify how we blend utility with creativity, enhancing public transit's role in fostering community connections and enriching the overall travel experience.





01 Capital Metro - Austin, TX // 02 KC Streetcar - Kansas City, MO // 03 Capital Metro - Austin, TX // 04 Tulsa Transit Authority - Tulsa, OK // 05 Haymarket Pedestrian Bridge - Lincoln, NE // 06 Capital Metro - Austin, TX // 07 KC Streetcar - Kansas City, MO // 08 Haymarket Pedestrian Bridge - Lincoln, NE // 09 Haymarket Pedestrian Bridge - Lincoln, NE // 10 Tulsa Transit Authority - Tulsa, OK // 11 Tulsa Transit Authority - Tulsa, OK // 12 Tulsa Transit Authority - Tulsa, OK // 13 Tulsa Transit Authority - Tulsa, OK

09



OUR HEART

:: Parade of Hearts
+ Go Big or Go Home + 30 Years

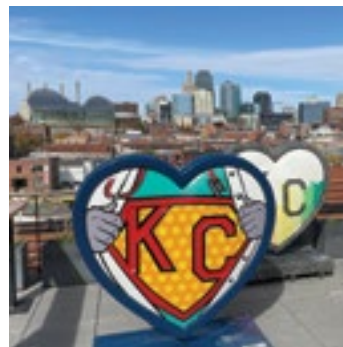


At Dimensional Innovations, we believe in pushing boundaries, creating meaningful experiences, and contributing to the culture and community around us. From supporting impactful art initiatives like **Parade of Hearts** to reimagining the way businesses connect with their clients by co-authoring game-changing books, or celebrating over 30 years of remarkable achievements, we're committed to elevating every experience we touch.



PARADE OF HEARTS

Since its 2021 launch, Parade of Hearts has become a beloved annual public art exhibition and continues to make a remarkable impact on the Kansas City community and beyond. The canvas is a locally recognizable symbol—the KC Heart—where hundreds of artists bring their creative visions to life on the 5-foot-tall fiberglass structure. The he(art)works are then positioned throughout the KC metro before finding their forever homes through a live auction. We're honored to play a role as a supporter, sponsor and contributor in this celebrated heartland tradition. DI is excited to see all of the beautiful he(art)works to come!





GO BIG OR GO HOME

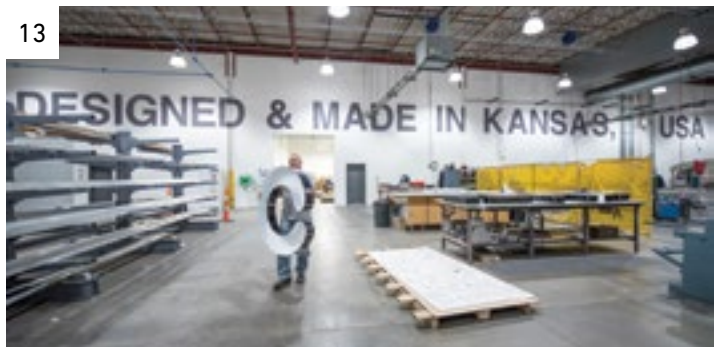
No matter your industry, when trying to win a project, your goal is to connect with clients on a subconscious level and eliminate the chance they'll choose someone else. If you don't actively create an emotional experience, you risk losing out to competitors who do. *Go Big or Go Home*, written by NYT bestselling author Diana Kander and our CEO, Tucker Trotter, challenges traditional sales pitches and inspires readers to elevate their presentations. To show your audience they matter, you must intentionally weave moments of magic into what you show and say. While polished visuals and solid arguments are important, *Go Big or Go Home* inspires readers to think bigger and better to achieve true success and leave an unforgettable impression.





30+ YEARS OF CREATING REMARKABLE EXPERIENCES

Like other companies we admire, we started in a garage in 1993. We got our start during the height of the "cinema wars" designing and building signage, theming and branding for megaplexes. But that was just the beginning. Through a dedicated and growing team of innovators, dreamers and doers, DI grew to be all that our founders envisioned and more. While we've been a part of some pretty incredible projects, it's the people of DI who make this place so remarkable. Our team of interdisciplinary experts are masters of their respective crafts, working together to liberate the world from mediocre experiences.





01 Russ Lowe holding Cinemark menu board prototype - 2001 // 02 Trent Zagorsky working on Cines Unidos air plane prototype - 1999 // 03 David Nossaman and Brandon Godge holding Cines Unidos globe - 1999 // 04 JC Hendricks working late - 1998 // 05 AMC Independence Commons -1995 // 06 Cinemark Legacy - Plano, TX - 1990 // 07 Tucker Trotter drafting concepts for Cinemark Plaza - 1998 // 08 Celebrating 30 Years at DI // 09 The Arizona Museum of Natural History - Mesa, AZ // 10 Meander Sculpture - Kansas City, MO // 11 Taylor Smith welding for a project - 2019 // 12 University of Missouri - Columbia, MO // 13 AMC Theaters - Kansas City, MO

LOOKING TO CREATE YOUR NEXT

REMARKABLE EXPERIENCE?

DI is an Experience Design + Build + Technology company that combines the physical with the digital to design memorable, engaging and story-driven experiences for our clients.

Our team consists of specialists across disciplines collaborating to solve wicked/complex problems and execute unique/custom solutions.

Let's get started.

CONTACT US

Dimensional Innovations Headquarters
3421 Merriam Drive, Overland Park, Kansas 66203
913.384.3488 :: info@dimin.com :: dimin.com

A SPECIAL THANK YOU

Ashley Loch, Creative Director, *Dimensional Innovations*

Craig Zakrzweski, Sr. Associate Athletic Director, Capital Projects & Operations, *Wake Forest University*

Kristi Laclé, Sr. Vice President of Engagement and Operations, *KU Alumni Association*

Nate Gaschke, Creative Director, *Dimensional Innovations*

Brandon Kuzara, Healthcare Account Director, *Dimensional Innovations*

Tom Storer, Project Director North America, *Merlin Entertainments*

Karen Seaberg, President and Founder, *Amelia Earhart Foundation*

Justin Meyer, Deputy Director of Aviation - Marketing and Air Service Development, *KCI Airport*

PARTNERSHIPS

CPKC Stadium: Generator Studio, Monarch Build, JE Dunn, Henderson Engineers, Willoughby Design, Legends, SHIELD Lockers, **Wake Forest University Athletics:** Walter Robbs Architects, **University of Kansas Jayhawk Welcome Center:** Helix Architecture + Design, McCownGordon Construction, **American Century Investments Headquarters:** HOK Architects, **MU Children's Hospital:** TivoliToo, Barton Malow, **LEGOLAND® Resort's LEGO® Ferrari Build & Race:** Good & Roberts, Merlin Entertainments, **Amelia Earhart Hangar Museum:** DI Build, TurnKey Education, Museum EXP, **Kansas City International Airport Terminal:** DI Build, KCAD, TWC, OHM, MRG, PMG, Children's Mercy Kansas City, Architectural and Historical Research LLC, Kansas City Museum, Kansas City Indian Center, Otoe-Missouria Tribe, the Kaw Nation, Nanolumens, Vantage Airport Group, Clark/Weitz/Clarkson, Edgemoor, Skidmore, Owings & Merrill, Variety KC, Oralee McKinzy, Dr. Gene Chávez, Ed.D, **Go Big or Go Home:** Diana Kander, **Parade of Hearts:** JE Dunn Construction, Ewing Marion Kauffman Foundation, Price Chopper, Kansas City Honda Dealers, RE/MAX, Kansas City Royals, Whiskey Design, Panasonic Energy, The Leigh & Tyler Nottberg Family Foundation, Mark One Electric Company, Inc., Outrider, City of Kansas City, Helzberg Diamonds, Velociti, Musselman & Hall Contractors LLC, Port KC, Dimensional Innovations Foundation, Mandi & Tucker Trotter Family Foundation, Garmin, Henderson Engineers, Veracity, City of Merriam Kansas, Automatic Systems, Inc., Centric, Creative Planning, Love the Square Harrisonville, Kansas City Sporting + Victory Project, NBKC Bank, Aspen Contracting, Charlie Hustle, VanTrut, Natalie & Matt Oldroyd, UMB, NorthPoint Development, City of Independence, Perfect Promotions, Kazoo Media, O'Neill Events & Marketing, Propaganda3, Kansas City Current, TNEMEC, EccoSelect, KC Bier Co, Breakthru Beverage Missouri, HOI

PHOTOGRAPHY :: DESIGN :: CONTENT

Photography by © Alex Grigsby, Documentarian, *Dimensional Innovations*, © Helix Architecture + Design via University of Kansas Jayhawk Welcome Center featured on pages 27-30, 33-34, © Kansas City Current via CPKC Stadium featured on pages 7-14, © University of Kansas Athletics via Parade of Hearts featured on pages 89-90

Editorial design by Melinda Sanchez, Designer, Marketing, *Dimensional Innovations*, Alex Connelly, Senior Designer, Marketing, *Dimensional Innovations*

Editorial copy by Madison Hummel



**Dimensional
Innovations**

DESIGN. MAKE. INNOVATE. | DIMIN.COM